

# SUCCESS

# 成功



可以

## KEY TO SUCCESS

KEEP GOOD HABITS

◀ 让优秀成为一种习惯 ▶

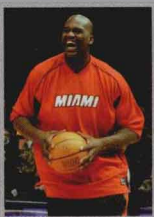
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# SUCCESS

英语  
阅读

# 成功



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◀ 让优秀成为一种习惯

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# 复制

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# 序

## FOREWORD

每一个成功人士都曾经是平凡人；

每一个平凡人都有机会获得成功。

成功的路有千万条，善于学习、善于模仿，你也能复制别人的成功！

达尔文曾说过“世界上最最有价值的知识就是关于方法的知识，避开问题的最佳途径，便是运用方法将它解决掉。”“成功可以复制”英语阅读系列正是这样一套提供成才方法论的丛书，其中榜样案例个个精彩，为你规划人生、设计未来、成就梦想提供最佳的参考方案和精神支持。命运就在你的手中，驾驭命运需要策略和智慧。阅读本套书，你的成功没有什么不可能！

“成功可以复制”英语阅读系列巧妙地将成功励志与英语学习融为一体，使你在提升英语能力的同时，激活成功基因，时刻为成功做好准备。本套书共6册，分别为《让优秀成为一种习惯》、《做个快乐明智的人》、《为机会时刻准备着》、《用激情成就梦想》、《认真开始工作》、《你一定能做到》，收录近200位知名人物的成功细节和奋斗历程。他们或百折不挠、勇往直前；或乐观执着、勇于创新；或未雨绸缪、另辟蹊径；或抓住机遇、精于合作。本套书从做人、做事、处世的各个方面总结了成功人士身上所具备的完美素养，辅以原汁原味的英文案例，让你“励志+英语”双突破。

在这里，有全球著名管理大师大卫·艾伦教你计划可以搞定一切；在这里，你可以和香港富商李嘉诚一起学做人；在这里，你可以近观美国时尚金童汤姆·福特的创意人生；在这里，你可以学到比尔·盖茨的“跟随”发展战略；在这里，你可以聆听石油帝国缔造者洛克菲勒的教诲；在这里，你可以效仿美国国务卿希拉里的厚积薄发……

套用《安娜·卡列尼娜》中的一句话，“成功的路都是相似的，失败的路各有不同。”当你探寻成功的缘由时，你是否想过去复制他们的成功吗？如果你能真正体悟名人的榜样力量，那么，请相信，成功可以复制。打开成功的黑夹子，破解成功的迷思，锻造自我转型的平台，演绎启迪智慧的实例。当你读完本套书，你一定会找到自己的成功之道。

未来是方向，而真正的路就在脚下……

我们期许这套书能成为你的成功左岸，在你迈向的成功路上提供多元化的支



持。“成功可以复制”系列有其独特的优势：

### 优势1 循序渐进式学习，培养新的阅读视野

本套书将精英们的优秀品质精编成册，从优秀好习惯、快乐明智人生、时刻抓住机会、成就梦想、你一定能做到、认真工作等6个角度出发，将一个人从成长到成功各阶段所应必备的素质都囊括其中，使你读一本胜万本，一套书终生受用。

### 优势2 成功案例全景展现，精英的成功可以复制

本套书收录了近200位各界精英，他们能有今天的成就，同样是经历了种种考验、艰难取舍和痛苦挣扎。正因为如此，他们的成功对所有正在风雨中前行的人们而言，更具参考意义和借鉴价值。仔细阅读这些案例，他们的故事将带给你完全不一样的心灵体验。

### 优势3 成功细节必修，发现自己的“成功基因”

多少钻石，多少水晶，多少润玉，被误看作砂石，不要让自己成为被埋没的人才。精英的成功细节是可以学习的，每一个人都可以成功，关键是你能不能发现自己的“闪光点”。

### 优势4 励志小语，小中见大，顿悟人生

一句话，一个字，传递的是一种境界，一种思想。细细体会，慢慢品酌，你定能找到属于自己的那份顿悟。

### 优势5 中文导读式英语阅读，迅速提升阅读理解力

每一篇精英人物案例，均采用中文导读的阅读模式，便于读者理解全文大意，增强读者阅读英语的信心，从而使读者轻松品读英文。建议读者在阅读时先浏览导读部分，然后把精力主要放在英语上，以训练自己的英语阅读力。

由于编者水平有限，挂一漏万自不待言，望广大读者不吝赐教。

编者

2011年3月于北京





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一个叫约翰·戈达德的外国人15岁时，就把自己一生要做的事情列了一份“生命清单”，给自己明确了所要攻克的127个具体目标。比如探索尼罗河，攀登喜马拉雅山，读完莎士比亚的著作，写一本书等等。44年后，他通过顽强的努力，实现了106个目标。

“生命清单”，其实就是由一个个具体的必须付诸努力的目标组合而成。制定人生计划，不光是安排先做什么后做什么，更为重要的是，它帮助我们树立了“时间管理”的观念。如果事先把每一天的工作列出清单，那么清单越详细，你的工作效率就会越高。

大卫·艾伦是研究效率的专家，被誉为世界上关于生产力问题最有影响力的研究者之一，他一直担任诸如甲骨文、微软、苹果以及世界银行等知名组织的管理顾问。当你的生活、你的工作日益复杂和混乱时，也许大卫·艾伦的理论真的可以帮你“搞定一切”，为什么不试一试呢？

## Make a Plan

### 制定计划

——管理大师大卫·艾伦



STAEDTLER YELLOW PENCIL 152 HB



## 人物案例

2

成功

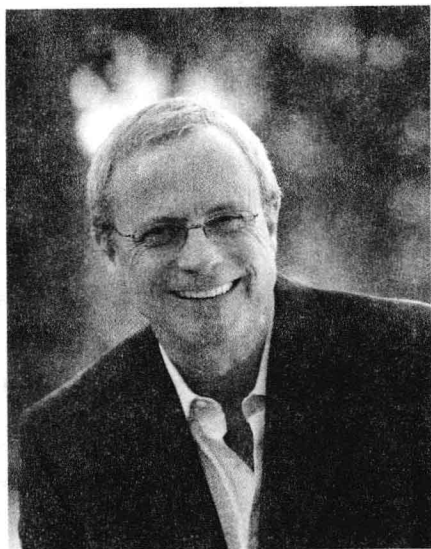
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KEY TO SUCCESS

20世纪40年代风靡的书籍是教人们如何交朋友以及产生影响力，20世纪90年代的书籍是教人们如何养成成功的习惯，而现在，人们在阅读更简单的理论：搞定一切。通过长时间的实践和总结，大卫·艾伦创造出一套提高个人以及组织生产力的理论体系，现在他为世界许多知名公司提供咨询。艾伦的三本书：《搞定一切：解放生产力压力的艺术(2001)》、《准备好一切：52个生活和工作的生产力原则(2003)》和《搞定一切：在工作和商业生活中取得成功》都非常畅销。

Every decade has its defining self-help business book. In the 1940s it was *How to Win Friends and Influence People*, in the 1990s *The Seven Habits of Highly Successful People*. These days we're worried about something much simpler: *Getting Things Done*.

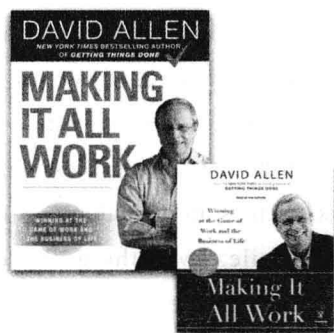
Having logged thousands of hours working with individual executives and senior professionals, David has developed a revolutionary, unique and highly practical system for improving personal and organizational(组织上的) productivity. In the last twenty years he has developed and



implemented productivity improvement programs for over a million professionals in hundreds of organizations worldwide, including many Fortune 500 corporations and U.S. Government agencies(机构). He delivers public and in-house seminars, executive workflow coaching, and consulting programs that address interactive and organizational productivity and alignment issues.

He is the author of three books—the international best-selling book, *Getting Things Done: the Art of Stress-Free Productivity* (Viking; 2001), *Ready for Anything: 52 Productivity Principles for Getting Things Done* (Viking; 2003) and—released in December, 2008—*Making It All Work: Winning at the Game of Work and the Business of Life*. He has

published numerous essays and articles in professional journals and periodicals(期刊) on the topic of personal effectiveness. More than 150 of his original essays have been featured in his e-newsletter, "David Allen's Productivity Principles" with a global readership of more than 120,000 people. He is a popular keynote speaker(主题演讲者) on the topics of time and stress management, individual and team productivity, and high performance work practices.



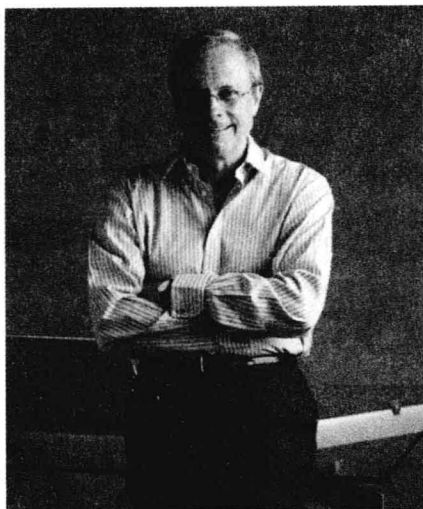
Allen hasn't just sold 500,000 copies of his book. He has preached his message of focus, discipline and creativity everywhere from Sony and Novartis to the World Bank and the U.S. Air Force. He counsels swamped chief executives(主管) on coping with information overload. He ministers to some clients with an intensive, two-day, \$6,000 private session in which he and his team organize their lives from top to bottom. And he has won the devotion of

acolytes who document on their blogs how his Getting Things Done (GTD) program has changed their lives.

通用磨坊是积极应用“搞定一切”管理方法的一个公司。目前，该公司已有超过2000位雇员接受了培训。该培训项目不仅使公司受益，而且还帮助每个员工更好地安排自己的工作 and 生活。

Few companies have embraced Allen's philosophy(见解) as thoroughly as General Mills, the Minnesota-based maker of Cheerios and Lucky Charms. Allen began at the company with a couple of private coaching sessions for top executives, who raved about his guidance(指导). Allen and his staff now hold six to eight two-day training sessions a year. The company has already put more than 2,000 employees through GTD training and plans to expand it company-wide. "Fads come and go," says General Mills exec Kevin Wilde, "but this continues to work."

"Whether you are a CEO, a student, or a stay-at-home worker, we will give you the keys to focus your energies without letting things fall through the cracks. We will show you how to create environments and best practices for work and home to avoid bum-out and keep you relaxed,



refreshed, focused and productive.” Allen’s company promises.

艾伦承认自己的理论毫无新意：列好自己要做的事，将它们分类，从而显得有序严整；制定做事的计划，这样就不会为堆积成山的事情忧虑了。在一次研讨会上，艾伦让大家做了一个实验，把自己要做的事情都列好，然后描述自己的感受。大家感到“伤心”，又感动“轻松”，因为虽然有很多事要做，但一切都在控制中了。艾伦自己无疑是“搞定一切”模式的最好践行者。他经营一个成长迅速的公司，每年有200多天在出差，但他还能忙里抽闲开车兜风，栽盆景。

Allen admits that much of his basic recipe is common sense. While the instructions

in *Getting Things Done* are baroque(过分雕琢的), the underlying ideas can be summarized in an axiom (原理) and three rules:

### The Axiom

Humans have a problem with stuff. Allen defines stuff as anything we want or need to do. A tax form has the same status as a marriage proposal; a book to write is no different than a grocery list. It’s all stuff.

### The Rules

#### 1. Collect and describe all the stuff.

Everything must be inventoried without distinction(区别) or prejudice. Errands, emails, a problem with a friend: It all must be noted for processing. Small objects, such as an invitation or a receipt, go into a pile. Everything else can be represented with a few words on a piece of paper (“find keys”, “change jobs”). Once the stuff is collected, processing begins. Anything that requires two minutes or less is handled on the spot (立即). The remainder is governed by the second rule.

#### 2. All stuff must be handled in a precise way.

Allen offers dozens of clever tricks for classifying, labeling, and retrieving stuff. Expert users of GTD never leave old emails cluttering (使混乱) their inbox, for instance. Nor do they have to rifle through

a bunch of paper to see if there's anything crucial they've left undone. Emails to be answered are in a separate folder from emails that merely have to be read; there's a file for every colleague and friend; stuff that must be done has been identified and placed on one of several kinds of to-do lists. Allen calls his to-do lists next-action lists, which are subject to the third rule.

### 3. Items on next-action lists should be described as concretely as possible.

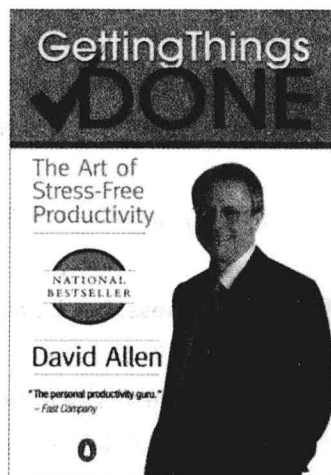
Breaking down stuff into physical actions, Allen says, is the key to getting things done.

At his seminar, Allen asks the audience to try to capture all their stuff by writing a list, and at the end of a few minutes he tells us to look at the list and think about the way it makes us feel. He guesses that our feelings include a mixture of grief(伤心).and relief. The relief, he suggests, comes from the simple fact of making the list. But where does the grief come from? "These items represent agreements you haven't kept with yourself," Allen says. "What happens when you break an agreement with yourself is that your self-esteem plummets(降低)."

He realizes that his system can be difficult and that he's often accused of going overboard with elaborate schemes.

He responds with a shrug. "Look, the workings of an automatic transmission are more complicated than a manual transmission," he says. "To simplify a complex event, you need a complex system."

When e-mails, phone calls and to-do lists are truly under control, Allen says, the real change begins. You will finally be able to use your mind to dream up great ideas and enjoy your life rather than just occupy it with all the things you've got to do. Allen himself, despite running a \$5.5 million consulting practice, traveling 200 days a year and juggling(处理) a business that's growing 40% every year, finds time to joyride in his Mini Cooper and sculpt bonsai plants. Oh, and he has earned his black belt in karate.



## 励志小语

细细品味字里行间流淌出的语言美和思想美，你就会感受到“Jump and get an apple”的喜悦，不知不觉间自身修养得到了提升……

**1 The most powerful techniques and principles are usually the most basic—applied. But there is an art to implementation and application, and that is our frontier.**

—David Allen

最有效的技巧和原则通常应用起来很简单。但应用与实施的过程也是一门艺术——这就是我们探索的领域。

——大卫·艾伦

**2 Decide the outcome and the action step, put reminders of those somewhere your brain trusts you'll see them at the right time, and listen to your brain breathe easier.**

—David Allen

确定结果和行动计划，把提示放在你能想得起来的地方。适时的时候看一下提示，你会觉得做事轻松很多。

——大卫·艾伦

**3 I succeeded because I willed it; I never hesitated.**

—Napoleon

我成功是因为我有决心，从不踌躇。

——拿破仑

**4 Only those who have the patience to do simple things perfectly ever acquire the skill to do difficult things easily.**

—Friedrich Schiller

只有有耐心圆满完成简单工作的人，才能够轻而易举地完成困难的事。

——弗里德里希·席勒

**5 Do business, but be not a slave to it.**

要做事，但不要做事务的奴隶。

**6 The shortest way to do many things is to only one thing at a time.**

做许多事情的捷径就是一次只做一件事。



大卫·艾伦，出生于1945年10月28日，是一位生产力顾问，以他创造的“搞定一切”时间管理方法闻名。

他在路易斯安那州的什里夫波特城长大，曾获得该州的辩论赛冠军。他称自己在35岁之前先后尝试了35份职业。20世纪80年代，他开始把自己生产力方面的思考应用于商业。当时，他受聘为洛克希德公司的主管们设计培训项目。

他是“大卫·艾伦公司”的创始人，该公司主要从事提高生产力、改善时间管理和开展主管培训。“搞定一切”管理方法只是培训的一部分。他还是“行动者公司”的创始人之一，该公司为Palm Pilot电脑公司研发提高工作和生产效率的工具。



David Allen (born December 28, 1945) is a productivity(生产力) consultant who is best known as the creator of the Getting Things Done time management method.

He grew up in Shreveport, Louisiana where he acted and won a state championship in debate. He claims to have had 35 professions before age 35. He began applying his perspective on productivity with businesses in the 1980s when he was awarded a contract to design a program for executives and managers at Lockheed.

He is the founder of the David Allen Company, which is focused on productivity, time management and executive coaching. His Getting Things Done method is part of his coaching(培训) efforts. He was also one of the founders of Actioneer, Inc., a company specializing in productivity tools for the Palm Pilot.







人的一生不可能总是一帆风顺。历数古今，无数成功人士的成功道路上都会遇到各种各样的挫折。但是，成功的希望总能给他们以巨大的力量。相反，有许多曾经胸怀大志的人却最终一事无成，其中一个重要原因是在困难面前他们失去了希望。西班牙思想家松苏内吉曾说过：“我唯一不能缺少的东西就是希望。”当拥有了希望，无论在怎样的黑暗之中也会看到光明，无论怎样的痛苦也会感到快乐。在漫漫的人生道路上，拥有希望就是像无边大海中的灯塔，指引着我们前进。

约翰·库缇斯一生都在和恐惧、孤独、侮辱、折磨、病痛甚至死亡抗争。虽然天生严重残疾，但约翰·库缇斯用顽强的毅力给自己带来生的希望，战胜了无数医学观念。他有缜密的逻辑思维能力和口若悬河的演讲技巧，激励和影响了千千万万的普通人。约翰·库缇斯用非凡的勇气向我们证明了一个真理：人类最大的智慧就是等待和希望。也许前路崎岖，但希望足以遮风挡雨；也许努力微不足道，但希望却让一切成为可能，相信还有希望。

## *Believe There Is Still Hope* 相信还有希望

——激励大师约翰·库缇斯



你相信一个没有双腿的人可以潜水、开车、竞技吗？约翰·库缇斯就是这样一位超人。刚出生时，约翰的双腿残疾，个头不过一个可乐瓶大小，他的器官完全错位。医生断言他活不过24小时，但他活下来了。16岁时，他做了腿部切除手术。19岁时，由于癌细胞扩散，他又被医生判了死刑，但他顽强地活了下来。遭遇坎坷的约翰对生活保持着乐观的态度。在他看来，一味埋怨命运的不公平是无用的，不如振作起来，享受生活。

Can you imagine a person without legs can dive, drive and compete in sports arena? John Coutis is such kind of legless superman. He is an internationally renowned inspirational speaker on overcoming handicaps(残疾) from Australia. Born with a severe disability that rendered his legs useless, John defied medical opinion by refusing to die. Today John speaks all around the world to tens of thousands, very enthusiastic and eager people, whom he leaves breathless.

38 years ago, John was born with deformed(畸形的) legs in Australia. The doctor claimed that he could not survive



the second day, as his legs were not only deformed but his internal organs were totally dislocated and his size was no bigger than a coke bottle. At 16, his legs had to be removed. At 19 due to the spread of his cancer cells, doctors believed he had only one or two years of life. But John refused to take it and started his struggle with the cancer.

John's parents provided him with a loving home environment. John, his brothers and sister grew up in Sydney racing billiards(台球), having family feuds and doing the things that brothers and sisters do.

Life at school was perhaps one of John's greatest challenges. He was treated to a number of brutal jokes, pranks and bullying behaviors including being set on fire, being stabbed(刺) with compasses,

having drawing pins scattered on the floor where he would be placing his hands to move about.

The cruel treatment that John received did have an effect on his self-esteem and he did entertain morbid(病态的) thoughts about an easy way to end his torment; however, He had been inspired by a friend, Kenny, whose life was limited by a nearly total inability to move—anything. Kenny communicated via a stick and touch pad; John developed a deep admiration for Kenny's perseverance and courage. While in his teens, John decided to have the burden of his useless legs removed. John has never looked back.

Born with a severe disability that leaves his legs useless; he has survived through sheer will power. "To me, not having legs is not a disability. It is a way of life," he says in one of his most inspiring speeches.

He says he does not believe in using his disability as an excuse "to sit at home, do nothing". Neither does he believe in "dwelling on why life is so unfair to me". Nor does he content himself with doing simple things, he says. "I want to get out there and do my best in everything I want with what I have." He challenges others to chase their dreams too. "We have all dreams. We should turn dreams into our

goals." John has fulfilled one of his dreams come true when he became the Australian wheelchair table-tennis champion in 1995. He also obtained the secondary (二级的) certificates of cricket and football.

And he is going in for more. He is training to be selected for the Australian Paralympic team for the Sydney 2000 games in the power lifting event. John drives his own car to the gym at the States Sports Centre. For the past two years he has been doing weight training, lifting 50 kg and 60 kg. His coach is often surprised by John's nimbleness(灵活). But John says: "It's tough, but it's got to be done."

约翰通过演讲把生活的希望带给他的人。2000年悉尼奥运会上，约翰用自己的故事激励澳大利亚队的运动员。约翰在多个国家做过演讲。他曾经多次来中国的宁波、深圳等城市做慈善讲座。他的事迹和对生活的希望感动和鼓舞了在场观众，他以自己的经历和对生活的态度告诉人们：一切皆有可能。

John was invited into the Sydney 2000 Olympic Team Village to support the Australian Team, and in 2001 the Australian Wallabies called on John to boost their attitudes for the final match of the series against the British Irish Lions, winning the deciding test